

Research & Advisory Services



D&B Research And Advisory Services

A confluence of D&B's global expertise in the areas of economic, sector & business research, and risk management.

D&B's Research & Advisory Services provide pragmatic and sustainable solutions to leading businesses, Small & Medium Enterprises (SMEs), government bodies and institutions in India.

Practice areas:

- Industry Research Service
- Customized Research Solutions
- Business Advisory Services for SMEs

Industry Research Service

Assess an industry's profitability and attractiveness.

The industry research framework builds on the structural analysis of industries, the demand & supply dynamics along with the regulatory & policy environment to identify key risk factors, assess competitive intensity and define the growth outlook for a chosen industry.

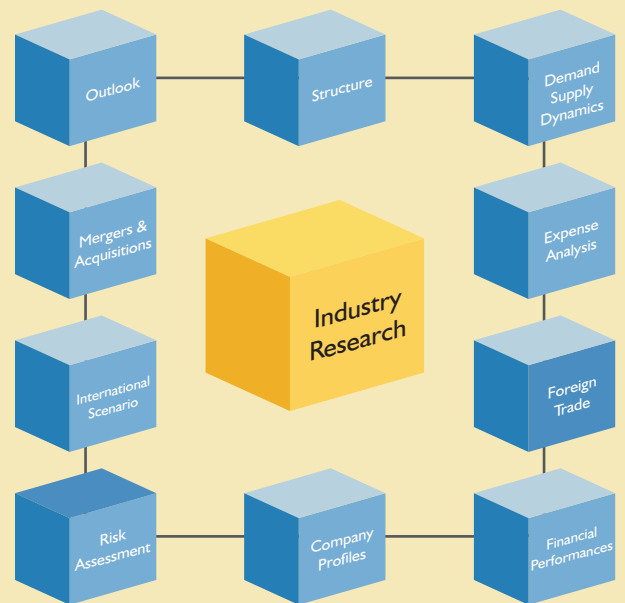


Figure 1: D&B's Industry Research Framework

The D&B Industry Research Service (IRS) provides pertinent and analytical information to investors, financial institutions, banks, corporates, broking firms, industry practitioners, academicians & scholars.

IRS is available in both the printed and digital format.

The subscription includes an annual review along with quarterly updates and special reports, such as the Union Budget impact analysis, policy updates, monthly industry tracker among others.



Customized Research Solutions

Systemic research based analytical solutions

D&B's Research team works closely with Industry Associations, Government agencies, SMEs, Institutes and corporates to provide research support to address sector and business specific queries. D&B's Customized Research solutions that assist companies enhance overall business efficiencies are:

Growth & Demand Assessment:

Companies, on a continuous basis, seek to assess the effectiveness of proposed tactics towards enhancing revenue and profitability for various products, markets, and businesses. D&B's Customized Research Solutions addresses key questions such as:

- How to increase market penetration of current products within existing markets?
- How to develop the market & assess the potential for new products within existing markets?
- How to develop the market & assess the potential for new products developed for new markets?
- What is the potential for undertaking business diversification in a particular area?

Competitive & Strategic Benchmarking:

Effectiveness of chosen business strategy

Provides a solution framework to enable clients to determine, with respect to their outlined business objectives, the relative competitive & strategic positioning of their firm/product offering in the overall structure of their Industry. D&B's Customized Research team works with businesses to help them assess:

- What drives the competitor across multiple dimensions?
- How is the competitors business currently competing?
- What are the key assumptions that the competitor holds about the Industry?
- What are the capabilities of the competitor?
- Is the competitor satisfied with its current profile?
- What likely moves or strategy shifts will the competitor make?
- Where is the competitor vulnerable?
- What will provoke the greatest and most effective retaliation by the competitor?

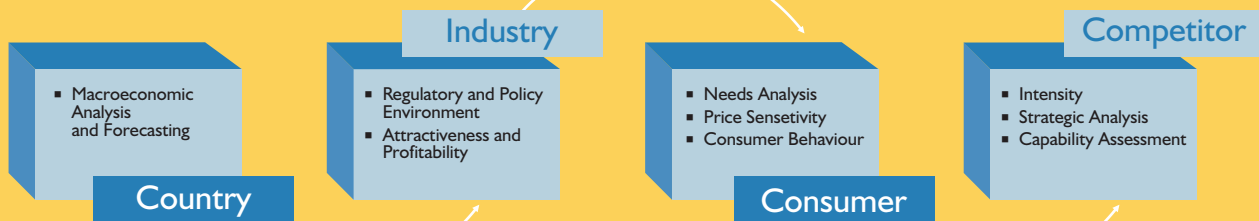


Figure 2: Demand & Growth Assessment Framework

Business Advisory Services

Integrated solutions for SMEs

Business Advisory Services for SMEs leverages D&B's longstanding experience of working with SMEs to provide solutions from the point of idea-generation to facilitating funding for new products, businesses and related or unrelated business diversifications. SME Integrated Solution Framework is a modular solution offering for SMEs, with five levels of engagement that are independent yet integrated.



Figure 3: SME Integrated Solution Framework

About Dun & Bradstreet (D&B):

Dun & Bradstreet (NYSE:DNB), the world's leading source of global business information, knowledge and insight, has been enabling companies to Decide with Confidence® for 165 years. D&B's global commercial database contains more than 131 million business records. The database is enhanced by D&B's proprietary DUNSRight® Quality Process, which transforms the enormous amount of data collected daily into decision-ready insight. Through the D&B Worldwide Network – an unrivaled alliance of D&B and leading business information providers around the world – customers gain access to the world's largest and highest quality global commercial business information database. Customers use D&B Risk Management Solutions to mitigate risk, increase cash flow and drive increased profitability, D&B Sales & Marketing Solutions to analyse markets, locate prospects and increase revenue from new and existing customers; D&B Export Marketing Solutions to gain significant insight into overseas markets and increase sales; D&B Financial Education Solutions to facilitate professional growth and excellence among their executives and D&B Economic Analysis Group to derive pragmatic and solution-oriented analyses of strategic economic and business developments, thereby aiding informed decision making. D&B features on FORTUNE Magazine's Most Admired Companies Industry List, ranking first in the Financial Data Services category. D&B ranked first in the areas of employee talent, financial soundness, long-term investment, quality of management and use of corporate assets. D&B has achieved this distinction for the second consecutive year.

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